

AMENDMENTS TO THE SPECIFICATION

Please replace paragraph [0003] with the following amended paragraph:

[0003] Typically, in the marketing of such labels they are packaged in such a way as to be resistant to tampering by consumers and also to be readily available for display and stocking in modern retail sales environments. The two most typical current ways for packaging such labels for current retail sales are in boxes and in shrink-wrap packaging which includes a header card, or the products are bagged ~~logged~~. The costs incurred through utilization of either of these packaging techniques can approximate or even exceed the actual cost of the labels within the package themselves. In addition, both of these typical current ways for packaging have distinct disadvantages. When the labels are stored in boxes, they are not readily available for view by the purchasing public and the retail clerks must remove the labels from the box on an item-by-item basis as they are called for by the customer. On the other hand, in shrink-wrapped packages, which may be readily displayed on racks easily viewed by the customers, the customer has a great deal of difficulty in removing the shrink-wrap packaging in order to be able to obtain access to the labels at the time of use.

Please replace paragraph [0010] with the following amended paragraph:

[0010] The shielded label package of the present invention is illustrated in Figure 1 which shows a plurality of die cut labels which have been printed. The labels as represented in the drawing are abstract and should be recognized as capable of relating to any subject, for example, to resemble ~~children's soccer~~ golf and are designed to be peeled off and placed in scrapbooks, on lunch ~~pales~~ pails, notebooks, pencil carriers, clothing or other items generally used by parents, adults and children so as to identify the association of the child with the sport ~~of soccer~~. Although obviously the theme of the die cut labels when used in this manner may vary depending upon the interest of the child or the parents and may be directed to other sports such as baseball, football, basketball, hockey or the like, or simply to general themes such as celebrations, birthdays, religious holidays or the like. Although the description of the present invention is given by illustration and description of die cut labels related to amusement or children's activities, it is to be understood by those

skilled in the art that the present invention is equally applicable to the packaging of labels or cards with any dry peel which are used in personal organization, communication, correspondence, coding, product labeling, file folder identification and any other labels designed to be peeled off a carrier and used in the office, home or industrial environment. Thus, the use of the term "die cut labels" throughout the specification and claims is intended to include any type of label or card which may be die cut from a label substrate and which may or may not have adhesive layer thereon and which may or may not contain printing when the adhesive layer is included the label may subsequently be applied to an application substrate for any purpose desired without the adhesive layer the resulting label or card may be carried or presented for use for any purpose desired.

Please replace paragraph [0015] with the following amended paragraph:

[0015] The protective cover 20 is secured around the outer periphery of the package 10 as shown at 22 in Figure 1. Although the dry peel adhesive is shown disposed about the periphery of the label substrate, it should be recognized that it may be also disposed at various points throughout the labels but not in contact with the labels either alternatively or in addition to the strip 22, for example, as shown at 23 in Figure 1. However, in order to provide easy removal of the protective cover by the user, the layer of dry peel adhesive 22 is omitted from one corner such as the corner 30. ~~As is noted~~ If desired, a designation "peel here" with ~~the~~ an arrow is may be printed on the upper surface of the label substrate at 30 thus instructing the user to merely lift that corner of the protective cover and remove it from the shielded label package 10 so that the die cut labels such as at 24 and 26 may then be removed for application to the desired application substrate by the consumer. It is of particular importance to the present invention that when the protective cover 20 is removed from the shielded label package, there is no remaining tacky adhesive residue on the label substrate or on the protective cover. That is the two are completely dry to the touch and neither the label substrate nor the protective cover will stick to other surfaces about the outer periphery thereof.